

Message Text

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11

ACTION EA-07

INFO OCT-01 ISO-00 EB-05 RSC-01 DRC-01 /015 W

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R 110624Z SEP 74

FM AMEMBASSY MANILA

TO USDOC WASHDC

INFO SECSTATE WASHDC 6757

UNCLAS MANILA 10895

E.O. 11652: NA

TAGS: BFOL, RP

SUBJ: WTDR/FTI - BOOKMARK, INC., THE

REF: UNCLAS USDOC 11799

1. PHILIPPINES 2. CNTRY CODE: 565 3. SER NO: NA

4. BOOKMARK, INC., THE

4A. CODE: 4B. CODE: A 4C. CODE: X

5. P.O. BOX 1171; NATIVIDAD BLDG., 357 TOMAS PINPIN ST.,
BINONDO

6. MANILA, PHILIPPINES

7. ESTBL: 1945 8. EMPL: 72 9. SIZE: (19-X) LARGE

10. REPUTATION: (22-X) GOOD 12. RPT DATE: 08/74

13A. 27310/135 RETL., WHOLESALER & IMP. BOOKS

13B. 27315/13 RETL. & WHOLESALER POCKETBOOKS

13C. 39510/13 RETL. & WHOLESALER OFFICE AND SCHOOL SUPPLIES

13D. 39441/13 RETL. & WHOLESALER TOYS

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13E. 39442/13 RETL. & WHOLESALER GAMES

13F. 27210/13 RETL. & WHOLESALE PERIODICALS

13G. 27710/13 RETL. & WHOLESALE GREETING CARDS

14. OFFICER: HERMINIGILDO B. REYES, PRESIDENT

15. CABLE: "BOOKMARK" MANILA 16. TELEX: NA

17. PHONE: 49-79-39 AND 48-18-04

18. FINANCIAL REFERENCES: COMMERCIAL BANK & TRUST COMPANY OF THE PHILIPPINES AND PHILIPPINE BANK OF COMMERCE, BOTH MAKATI, RIZAL, PHILIPPINES. TRADE REFERENCES: SEE ITEM 19.

19. MAJOR FOREIGN FIRMS REPRESENTED: GLENCOE PRESS, DIV. OF MCMILLAN COMPANY, BEVERLY HILLS, CALIFORNIA; PENGUIN BOOKS, INC., BALTIMORE, MARYLAND; PRENTICE-HALL, INC., ENGLEWOOD CLIFFS, NEW JERSEY; WESTMINSTER PRESS, PHILADELPHIA, PENNSYLVANIA; AND HOUGHTON MIFFLIN COMPANY, NEW YORK, NEW YORK; BOOKS, NON-EXCLUSIVE AGENCIES ACQUIRED SEVERAL YEARS AGO.

20. POST'S EVALUATION OF FIRM: MAIN OFFICE AND STORE MAINTAINED IN MANILA WITH BRANCHES IN PRINCIPAL TRADING CENTERS IN METROPOLITAN MANILA AND IN CEBU CITY, PHILIPPINES. RETAILER AND WHOLESALE OF BOOKS, POCKETBOOKS, PERIODICALS, GREETING CARDS, OFFICE AND SCHOOL SUPPLIES, TOYS AND GAMES, RELIGIOUS ARTICLES, WALL DECORS, PAINTINGS AND RELATED ITEMS. BOOK REQUIREMENTS OBTAINED FROM UNITED STATES, LONDON, ENGLAND, TAIWAN, WEST GERMANY, HONGKONG, JAPAN AND AUSTRALIA WHILE OTHER REQUIREMENTS PURCHASED LOCALLY. PRODUCTS MARKETING THROUGH DISPLAY CENTERS LOCATED IN GREATER MANILA AREA AND CEBU CITY. HAS AMPLE STOCKS AND NECESSARY FACILITIES FOR NORMAL OPERATIONS. OFFICERS CONSIDERED EXPERIENCED AND QUALIFIED AND HAVE OTHER BUSINESS INTERESTS. AS OF JANUARY 31, 1974 TOTAL ASSETS P2.4 MILLION, NET WORTH P1.3 MILLION, SALES P5.1 MILLION WITH NET INCOME P147,566. CREDIT REPUTATION, SATISFACTORY. RECOMMENDED AS A TRADE CONTACT FOR INTERESTED AMERICAN FIRMS.

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SULLIVAN

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Message Attributes

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Decaption Note:
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Disposition Date: 01 JAN 1960
Disposition Event:
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Disposition Reason:
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TAGS: BFOL, RP
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